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HAWAIIAN FERNWOOD

Unexcelled

for

PLANT TOTEM POLES

PLANT CONTAINERS

PLANT GROWTH MEDIUM

DISPLAY & ARTISTIC USES



INEXPENSIVE

LONG LASTING

ARTISTIC APPEARING

Practical for the plant grower and the
flower gift merchant

E. W. McLELLAN CO.

BOX 289, COLMA

San Francisco 25, California, U.S.A.

ORCHID GROWERS

EXPORTERS — IMPORTERS — HYBRIDIZERS

WHAT IS HAWAIIAN FERNWOOD

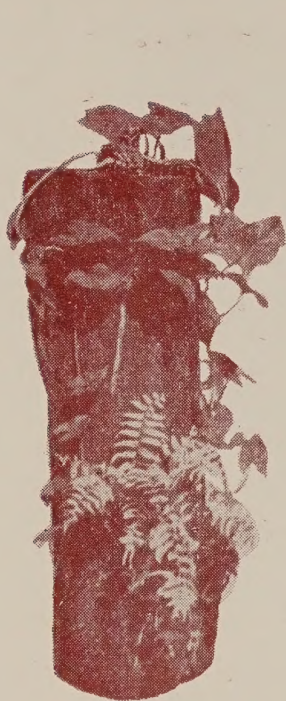
Fernwood has become through common use the descriptive trade term for a product first introduced under the Hawaiian native name of hapu. The product resembles wood only that it is manufactured from the trunk of a plant resembling a tree and manufacturing machines used are those commonly used for wood products.

The plant used for manufacturing fernwood is a member of the *Cibotium* genus of ferns. There are three species of the *Cibotiums* native to the island of Hawaii, all three of which are used in manufacturing the various products. The *Cibotium* treeferns of Hawaii are found growing primarily in the rain forest areas on the high slopes of Mauna Loa and Mauna Kea.

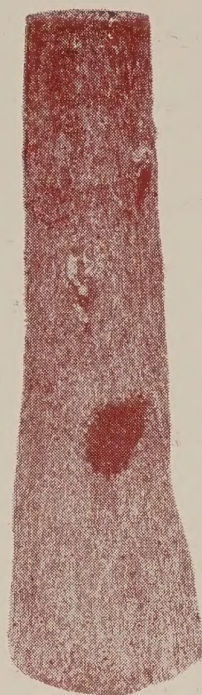
Specimens of treeferns 4 feet in diameter and 40 feet tall are not uncommon. The trunks of these giants are composed of a fibrous aerial root system surrounding a starchy core center. It is from this fibrous root mass that the various fernwood products are manufactured. Cross sections of the trunks are used in manufacturing attractive jardinières, and slabs from the trunks are used for manufacturing totem poles, slabs, and trays. Sections of the complete trunk brushed free of adhering moss and dirt are used in manufacturing the display and planter trunks.

The areas where the treefern grows naturally has a high annual rate of rainfall. However, there are periods of dry weather and as a result, this water loving plant in order to survive has to be provided by nature with great water holding capacity; this is supplied by a group of fine root hairs amongst the coarser fibers. This characteristic gives to treefern products a high water holding ability essential to plant growth, and also explains the relative lightness of the dry products as they are shipped from the factory.

The treefern fiber is tough and very resistant to decay. Natural walks composed of sections of fern trunks laid in the forest 40 years ago are still useable today. The fresh fern fiber is mildly acid, having approximately a Ph of 5.5. It is therefore well suited as a growth medium for those plants preferring a mild acid medium. Due to its long lasting characteristic the material sold as fiber is an



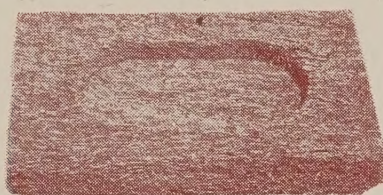
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1. Fernwood Planter Trunk in Use
2. Fernwood Planter Trunk
3. Fernwood Totem Poles
4. Fernwood Tray Planter
5. Fernwood Tray Planter in Use
6. Fernwood Slab

ideal potting medium where resistance to decay is desired.

Fernwood products are attractive in appearance. The fibrous texture gives an interesting as well as open surface, so important for use with growing plants. The color of dry fernwood is a rich brown which darkens when wet. The porous texture is ideal for retaining water, but provides good drainage of excess water. Fernwood plant containers will absorb water from the bottom and distribute it like a lamp wick. Plant roots penetrate the porous material readily.

Fernwood Square Totem Poles

From the trunks of large Menziessi species of Cibotium treefern are manufactured square poles of various diameters and lengths, listed on the price list as totem poles. These have been used by the plant nursery trade for the past three years and have met with complete satisfaction. The fibrous material of these poles provides an ideal surface for clinging types of plants. The poles are attractive and long lasting, unexcelled for philodendron and similar plants.

Fernwood Round Totem Poles

The Glaucum species of Cibotium treefern grows with a relatively small diameter. Small logs of various lengths of this species are dried and shipped for use as a natural appearing totem pole. These small trunks show the natural surface of the growing treefern, being somewhat irregular and fibrous in appearance. These are ideal supports for the larger types of clinging plants, such as monstera and larger philodendrons.

Fernwood Logs

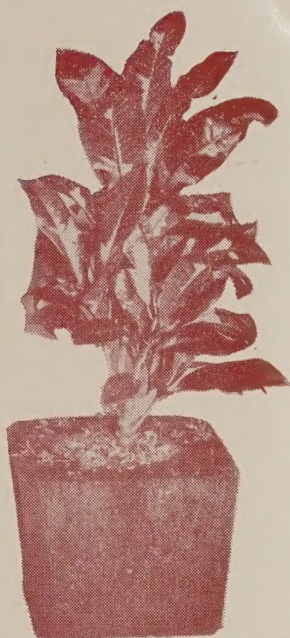
The local vanda orchid industry has been established on growing the plants on short cross sections of treefern logs as supports. Natural logs of various diameters can be supplied. These provide an ideal background for larger groupings of clinging plants. Natural logs can be halved or quartered for use as large size totem poles.

Fernwood Flat Slabs

The trunks of the treeferns are milled like lumber and short boards of treefern material are supplied for use as a background material in decorative plans, or for unusual architectural ideas. Because of the fibrous surface of this slab material, it can be used as a background in greenhouses for the support of



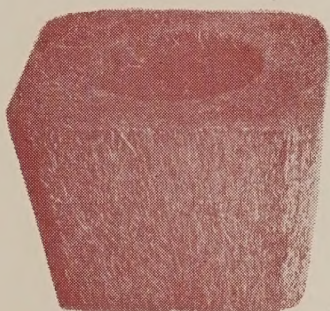
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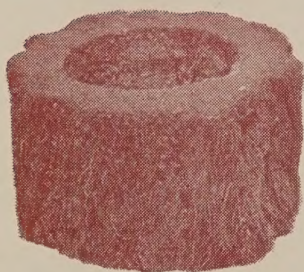
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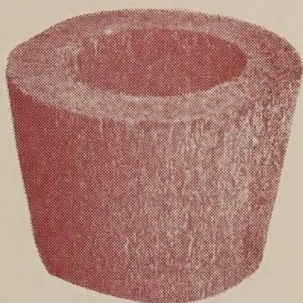
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1. Anthurium Plant in Shaped Jardiniere
2. Croton plant in Square Jardiniere
3. Fernwood Shaped Jardiniere
4. Fernwood Square Jardiniere
5. Fernwood Natural Jardiniere
6. Fernwood Round Jardiniere

climbing vines. The slabs are supplied in standard thicknesses, but can be supplied in other thicknesses on special request.

Fernwood Fiber and Chips

Fernwood chips are small pieces from the trunks of treeferns; in Hawaii chips are used in great volume as a growth medium for anthurium plants. Chips have also been used for potting orchids. When the treefern trunks are put through a special milling operation that separates the individual fibers the product is marketed as fiber and is supplied in various degrees of coarseness. Fernwood fiber is an ideal growth medium for plants preferring a mildly acid, long lasting material. Growers in the Hawaiian Islands have used fernwood fiber successfully for potting cattleya and cypripedium orchids. It is rapidly becoming accepted as a superior orchid growth medium.

Fernwood Growing Treeferns

The growing tops of the medium or small size treeferns have long been used for landscaping purposes in Hawaii. The segments of trunks are shipped with the fronds removed. The Hawaiian treeferns are attractive plants for indoor tub, or outdoor landscaping use. They require humid growing conditions and care should be used in regular watering.

Fernwood Display Trunks

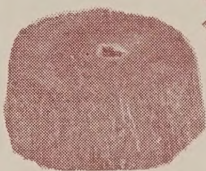
The natural appearing trunks of medium size treeferns are used for manufacturing this product. Holes for metal containers are drilled in appropriate places on the trunk surface. The trunk is provided with a plywood base and metal containers are provided with frogs for flower display purpose. These natural appearing trunks make an ideal container for cut flowers in the display shop. Because of the resilience of the treefern surface, display trunks will last indefinitely under normal display uses.

Fernwood Display Bases

Sections of treefern material have been found to serve attractively as base material in making dry flower arrangements. Florists have used them in Hawaii for displaying the local woodroses to great advantage. They are ideally suited to any dry flower arrangement where their attractive dark brown color will serve as an artistic background. The fern-



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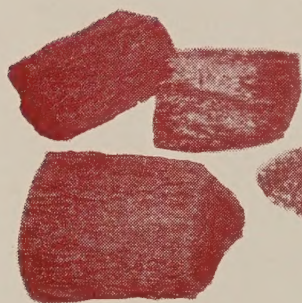


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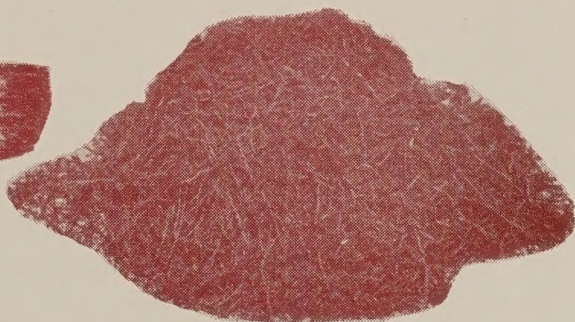


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1. Woodrose and Blackgrass on Round Display Base
2. Fernwood Round Display Base
3. Woodrose and Blackgrass on Square Display Base
4. Fernwood Cube Planters
5. Orchid Growing in Cube Planter
6. Fernwood Chips
7. Fernwood Fiber

wood slabs are also ideal for use as a base material for making wall or table arrangements.

Fernwood Jardinieres

By using cross sections of the treefern trunks attractive plant containers are manufactured in various sizes and shapes. Sizes for fernwood jardinieres are shown by outside diameter. Due to the porosity of the walls of these plant containers, the roots of the plants can penetrate through and thereby utilize the walls of the container as a growth medium. Sizes of holes drilled in the jardinieres are as large as practical and still leaving sufficient wall thickness for durability.

Fernwood jardinieres have been hand made locally for many years and used for growing azaleas, camellias, anthuriums, and other mildly acid loving plants. The smaller jardinieres from 6 to 14" in diameter are designed so that they can be used for display purposes as an attractive container for potted plants already established in clay pots; or the established plants can be removed from the clay pots and inserted in the fernwood jardinieres.

Fernwood jardinieres are light and durable and ship at low cost to any market point.

Fernwood Tray Planters

Short sections of fernwood slabbing are routed to form tray planters. These are ideal planters for use as miniature tray gardens, or they may be used as bases for dry flower arrangements. Because of the water retaining ability of the treefern material the planters may be set in shallow pans supplied with water and will transfer water from the base to the plants. This system of watering is also practical with fernwood jardinieres.

Fernwood Planter Trunks

Planter trunks are natural medium size treefern trunks that have planting holes drilled at regular places on the surface area. Plants may be inserted directly into the trunk, thus using the treefern trunk as a growing base.

Orchid plants do exceptionally well on a treefern base. Climbing type plants can be planted directly into the planting pockets thus forming a large natural totem pole. The planter trunks are shipped unpackaged and without base or containers.